The Influence of Predictive Analytics on Pipeline and Revenue

THE INFLUENCE OF PREDICTIVE ANALYTICS ON PIPELINE AND REVENUE

1. Inability to Engage the Right People

It would be like randomly casting your net into a huge sea and hoping to catch a couple of fish. Predictive analytics solves this conundrum by examining volumes of data to highlight the accounts with the highest value.

2. When to Engage and When Not to

What could have been a killer pitch can fail when presented too soon or too late in the buyer's journey. And without visibility into when prospects are most likely to buy, companies risk passing up their window of interest or losing deals to faster competitors. Where predictive analytics come in is predicting the likelihood a prospect is ready to make a purchase.

3. Identify In-Market Account

Uncovering in-market accounts is fundamental to every effective sales strategy. Using predictive analytics, businesses can analyze a wide array of data to

determine which accounts are currently displaying
strong buying signals.

4. Simplify the answer

In sales, every second counts. Predictive analytics isn't
just about identifying which accounts are the right
ones, it's even more about the right time to reach out
to those accounts.

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Increase revenue and optimize your sales pipeline with predictive analytics. If you were able to look into a crystal ball and see exactly when customers were going to buy, what would you do? What would be the impact on your business if you knew which B2B buyers would buy immediately and at what exact time? Undoubtedly, that is priceless. The fact that your marketing and sales teams are not searching for ideal prospects but solely for prospects who are genuinely interested in your products, makes it possible to shift focus from prospecting to making the sales organization better and more effective. This is only made possible when prospects are hinting at their buying intention, and predictive analytics will definitely help you with that.

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